

# Welcome!

**Thank you for joining us for our first public exhibition on the future of the BT Tower.**

In early 2024, MCR, the third-largest hotel owner-operator in the United States, announced its intention to repurpose the iconic BT Tower as a hotel and open it up to the public for the first time in nearly 50 years. Today, the industry-leading team is sharing early proposals for the project.

The scheme is a sensitive, heritage-led building evolution with sustainability and community at its core.

The project team would love to hear your thoughts on our developing proposals in advance of submitting our planning application and listed building consent to Camden Council this September.

## TELL US WHAT YOU THINK

While viewing our information boards at your own pace, feel free to ask project team members questions. At the end of your visit, please complete a feedback form so we can capture all views.

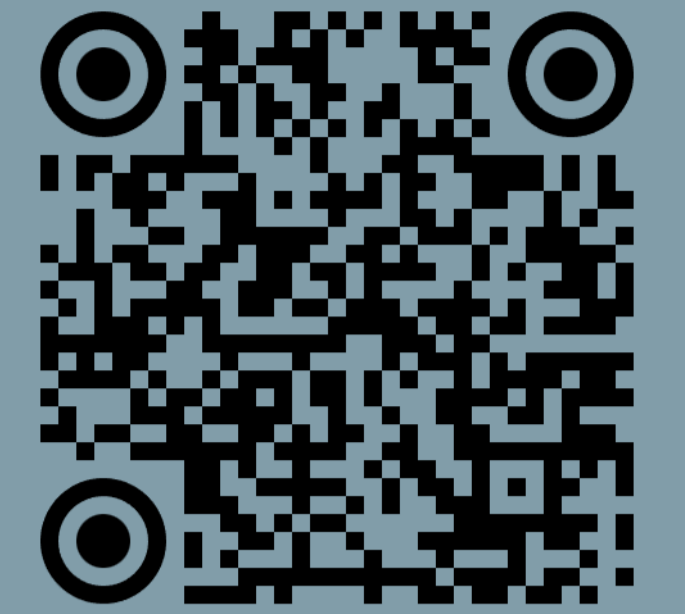
FEEDBACK DEADLINE: **26 MAY 2026**

📍 WEBSITE: [BTTOWERCONSULTATION.CO.UK](https://www.bttowerconsultation.co.uk)

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Project Website



Feedback Form



# MCR's Commitment

MCR is one of the largest hotel owner-operators in the United States, with a portfolio of 150 hotels and more than 25,000 guest rooms. Founded in 2006 by Tyler Morse, MCR specialises in bringing architecturally significant and historically important buildings back to life as world-class hotels.

MCR's portfolio includes the TWA Hotel at JFK Airport, a re-imagining of Eero Saarinen's 1962 terminal, which is on the National Register of Historic Places and is a designated New York City landmark. The hotel won the American Institute of Architects' Award for Architecture, the highest honour bestowed by the group. The firm also owns The High Line Hotel, an 1895 Collegiate Gothic gem, and the famed Gramercy Park Hotel, built in 1925.



▲ Gramercy Park Hotel (1925)

The High Line Hotel (1895) ▼



TWA Hotel (1962)



## Investing in the Local Workforce

At MCR's hotels, local hiring comes first. MCR recruits based on attitude and values, and builds skills through structured training and mentoring from day one. MCR will bring the same approach to Camden.

### MCR'S TRACK RECORD AT THE TWA HOTEL

- Generated 4,000 jobs
- Participated in 18 workforce programmes
- Hired 77% of team members with minority backgrounds
- Hired 49% of team members from the local Queens community

# Meet the Project Team

From fire engineers to heritage consultants, the BT Tower development team has deep experience in Camden.

# Orms

Architect & Sustainability  
Consultant

Orms is a London-based architecture practice with experience in complex, heritage-sensitive urban transformation. In Camden, Orms has developed St Giles Quarter and 1 New Oxford Street. The firm also converted 10 Argyle Street into the celebrated hotel The Standard, London.



DONALD INSALL  
ASSOCIATES

Heritage Consultants

NEWMARK

Planning Consultants



THE FIRE SURGERY

Fire Engineers

Beispiel

Placemaking



Communications and  
Engagement Consultants



Socio-Economic  
Consultants



Transport Consultants



Structural Engineers

chapmanbdsp

Services Engineers



Project Managers

Edit

Development  
Managers

# Our Vision for the BT Tower

As technology accelerates at a rapid pace, we aim to honour the past by re-imagining the symbol of London's telecommunications progress. Closed to the public for nearly 50 years, the BT Tower will be transformed into a vibrant hotel that celebrates the landmark's place in history. Enriching Camden, the project will revitalise the area, generate jobs, and create new open spaces.



# Project Overview

Our objective is to create a hotel-led development that makes a positive impact on Camden. Repurposing the listed building will result in an improved public realm and economic benefits for Camden. Here are the highlights of the landmark project.



A retrofit-led approach to architecture



Two new pedestrian routes through the site



Sensitive restoration of a Grade II-listed icon



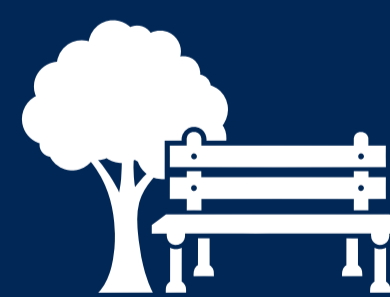
Safer Cleveland, Howland and Maple Streets



Public access to the BT Tower for the first time in nearly 50 years



New full-time, part-time and construction jobs



A new publicly accessible square at the base of the Tower open to everyone



Career growth opportunities for Camden residents



Significant annual visitor expenditure benefitting Fitzrovia and Camden





# Sustainability

Our proposals will secure the long-term future of the BT Tower and its Podium buildings by adopting a retrofit-first approach.



The original concrete structure will be retained, preserving the significant carbon already invested in its construction. Other alterations will be removed only when necessary.



A circular approach will be applied to materials, keeping or upcycling wherever possible.



Street-level plantings will support local ecology.



Energy-efficient measures will be implemented across the site.



Car-free arrivals will be prioritised, with guests, visitors and employees arriving on foot or by tube, bus, or bike. Consolidated deliveries will reduce vehicle movement.

# An Extraordinary Building

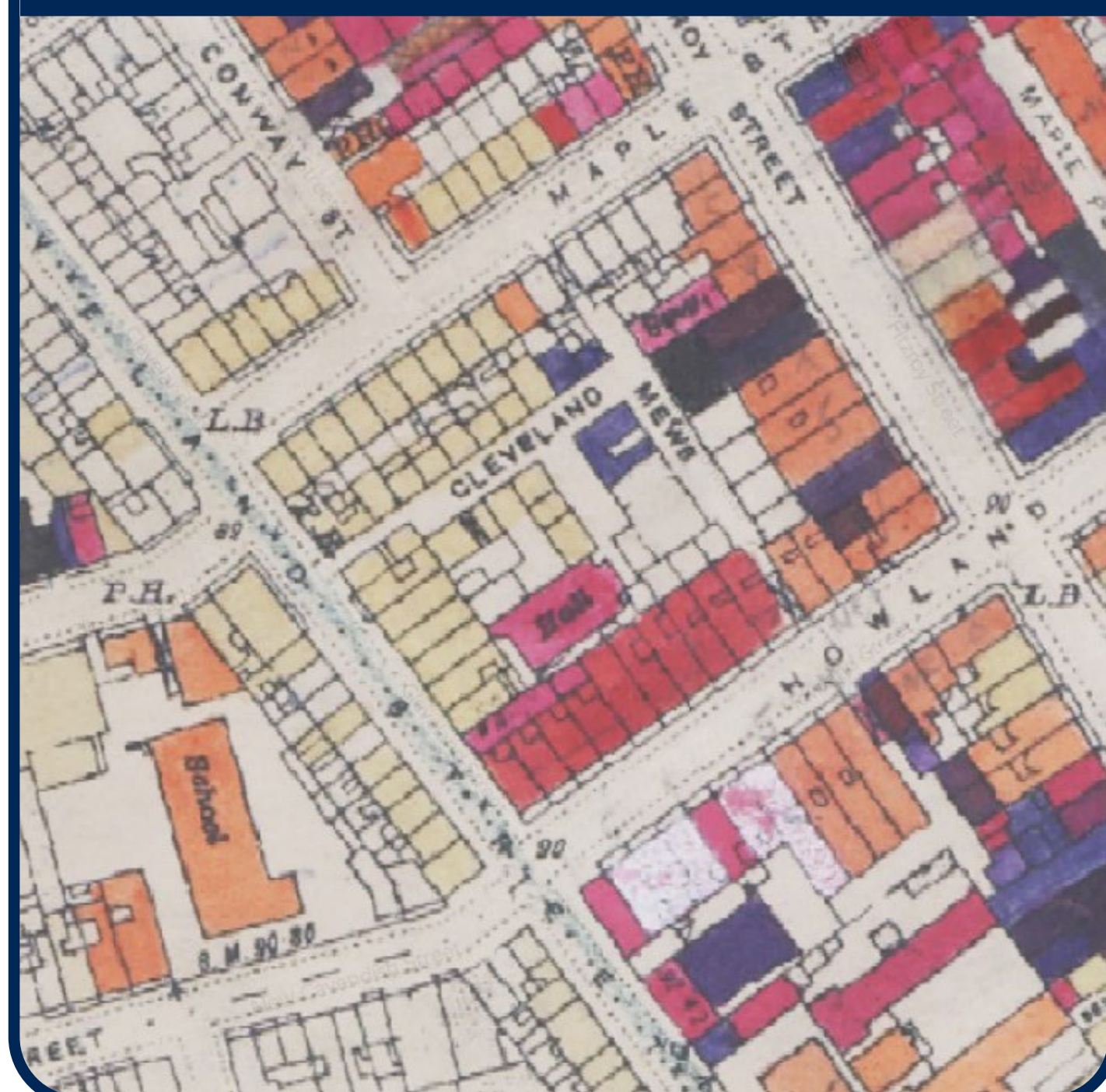
As stewards of the BT Tower's story, we know it is crucial to preserve the Grade II-listed communications Tower's history.

The Museum Telephone Exchange is built on the site, originating its connection to communications.



1938 1945

The site suffers bomb damage during World War II.



A tower is proposed as part of the national telecommunications network. Construction begins in 1961.



1954 - 1961 1966

Queen Elizabeth II opens the Post Office Tower and its revolving restaurant, Top of the Tower. It is the tallest structure in London.



A bombing on Level 33 causes damage, but no injuries. The Tower is restored and reopens in 1973.



1971 1980

Public access to the Tower is restricted. The revolving restaurant closes.

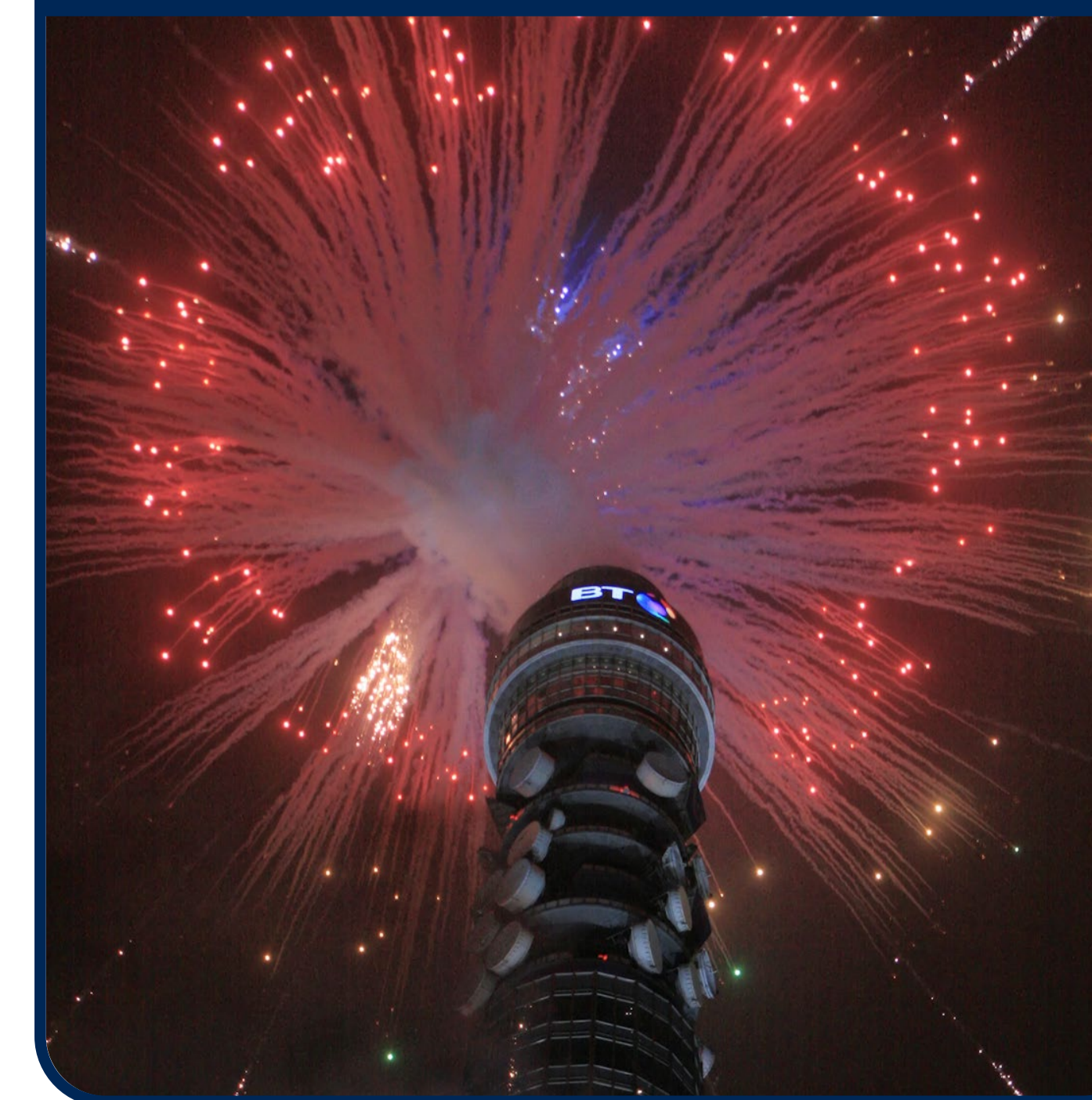


The Post Office Tower is rebranded as the BT Tower, reflecting the privatisation of British Telecom.



1992 2003

The BT Tower receives Grade II-listed status, recognising its exceptional architectural and historic significance.



The satellite dishes and aerials on the tower are removed as telecommunications technology evolves.



2011 2024 2026

MCR acquires the BT Tower from BT Group, which begins the years-long process of decommissioning the building.



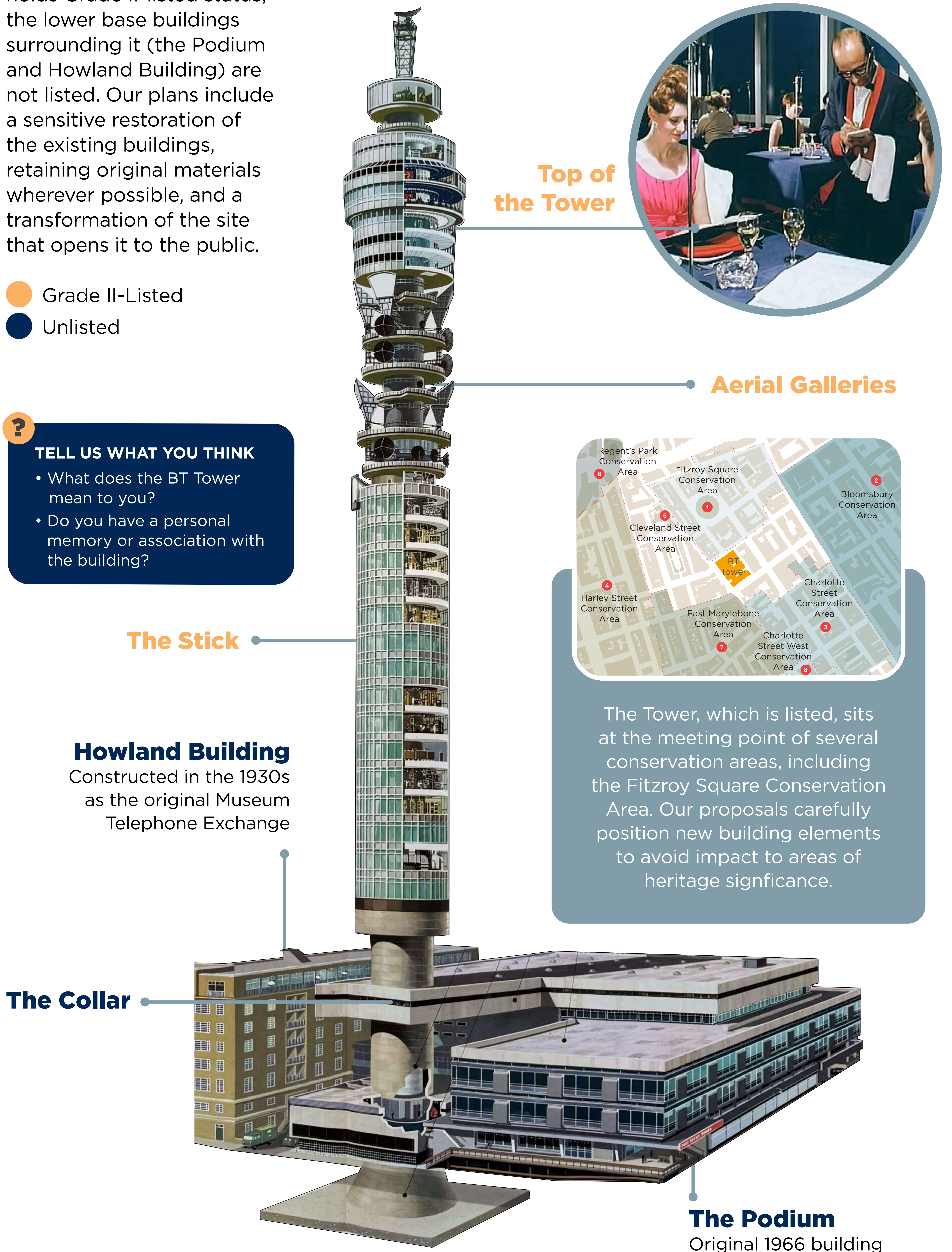
# The Tower's Heritage

While the 620-foot-high Tower holds Grade II-listed status, the lower base buildings surrounding it (the Podium and Howland Building) are not listed. Our plans include a sensitive restoration of the existing buildings, retaining original materials wherever possible, and a transformation of the site that opens it to the public.

- Grade II-Listed
- Unlisted

**?** **TELL US WHAT YOU THINK**

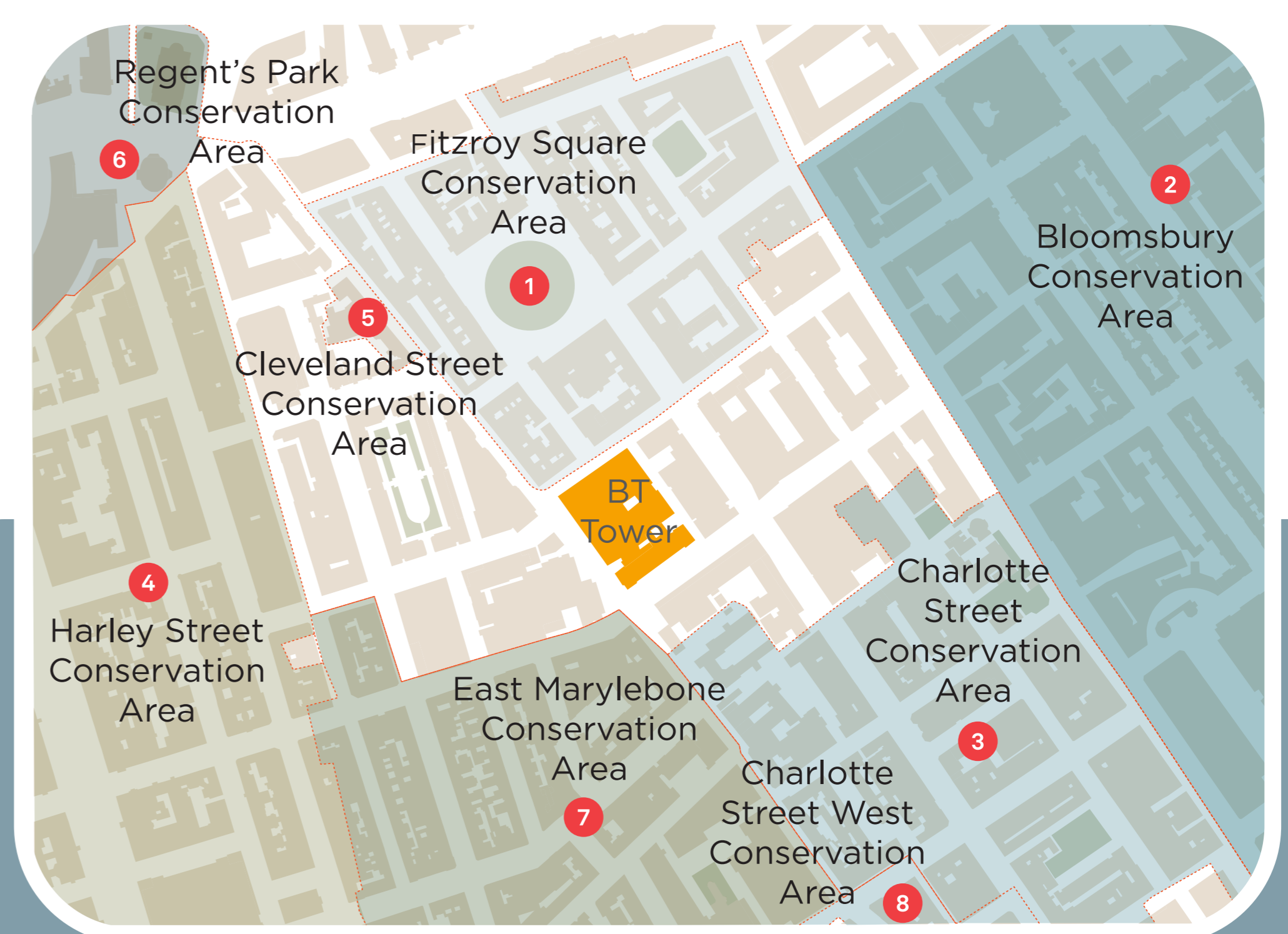
- What does the BT Tower mean to you?
- Do you have a personal memory or association with the building?



**Top of the Tower**



**Aerial Galleries**



**The Stick**

**Howland Building**  
Constructed in the 1930s as the original Museum Telephone Exchange

The Tower, which is listed, sits at the meeting point of several conservation areas, including the Fitzroy Square Conservation Area. Our proposals carefully position new building elements to avoid impact to areas of heritage significance.

**The Collar**

**The Podium**  
Original 1966 building

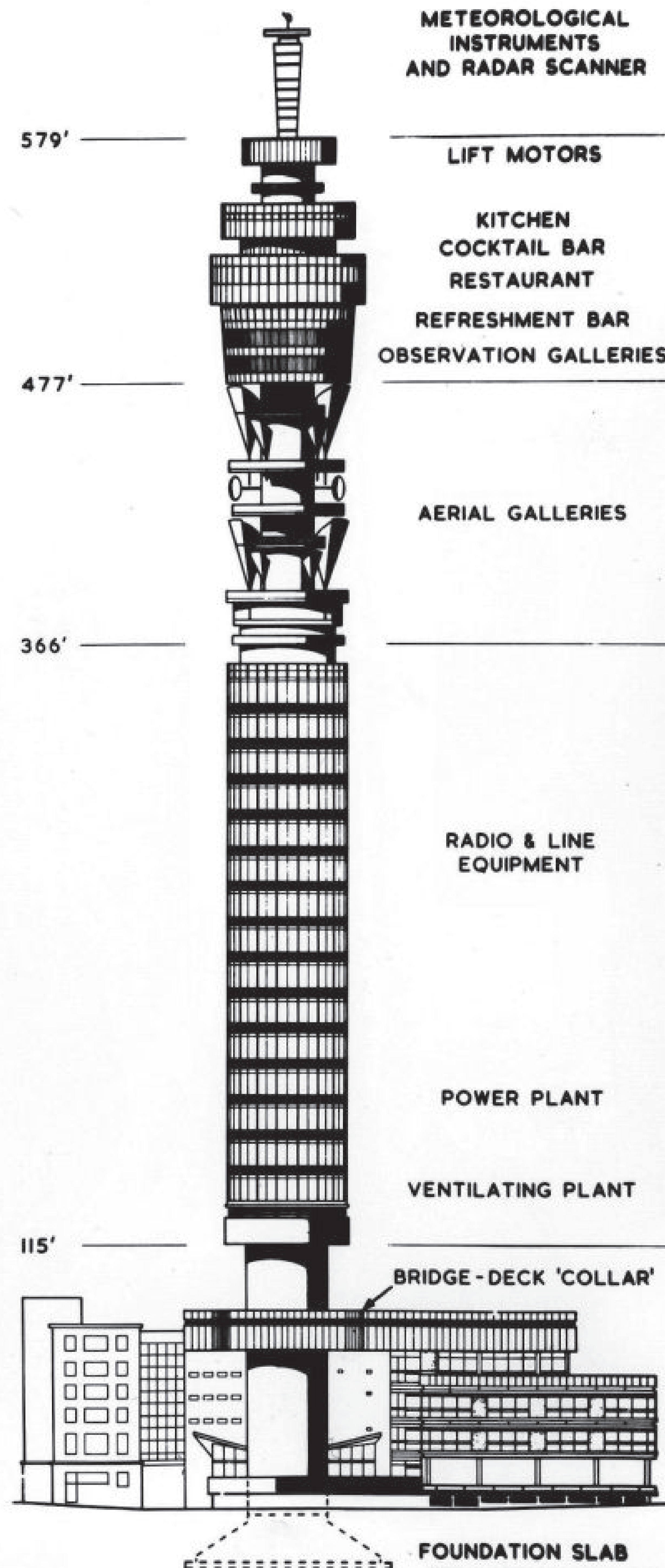
# Restoring the Structure

Over time, unsightly additions have marred the building's appearance. Our plan is to reveal the original 1966 Podium façade, restoring the building's true character and opening the ground level to the public.

**NOW**  
Bulky extensions added over time



**THEN**  
Original 1966 Podium façade

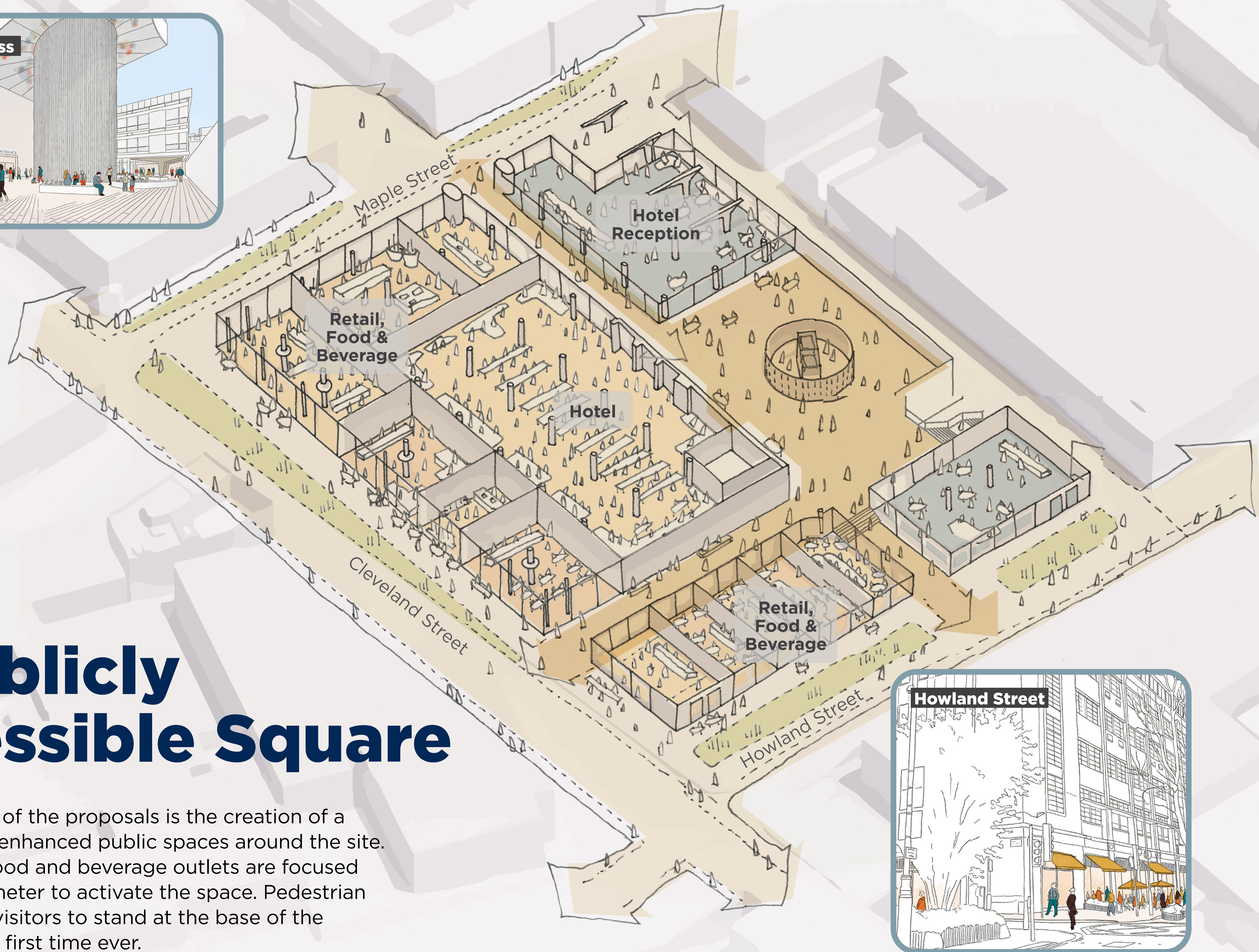
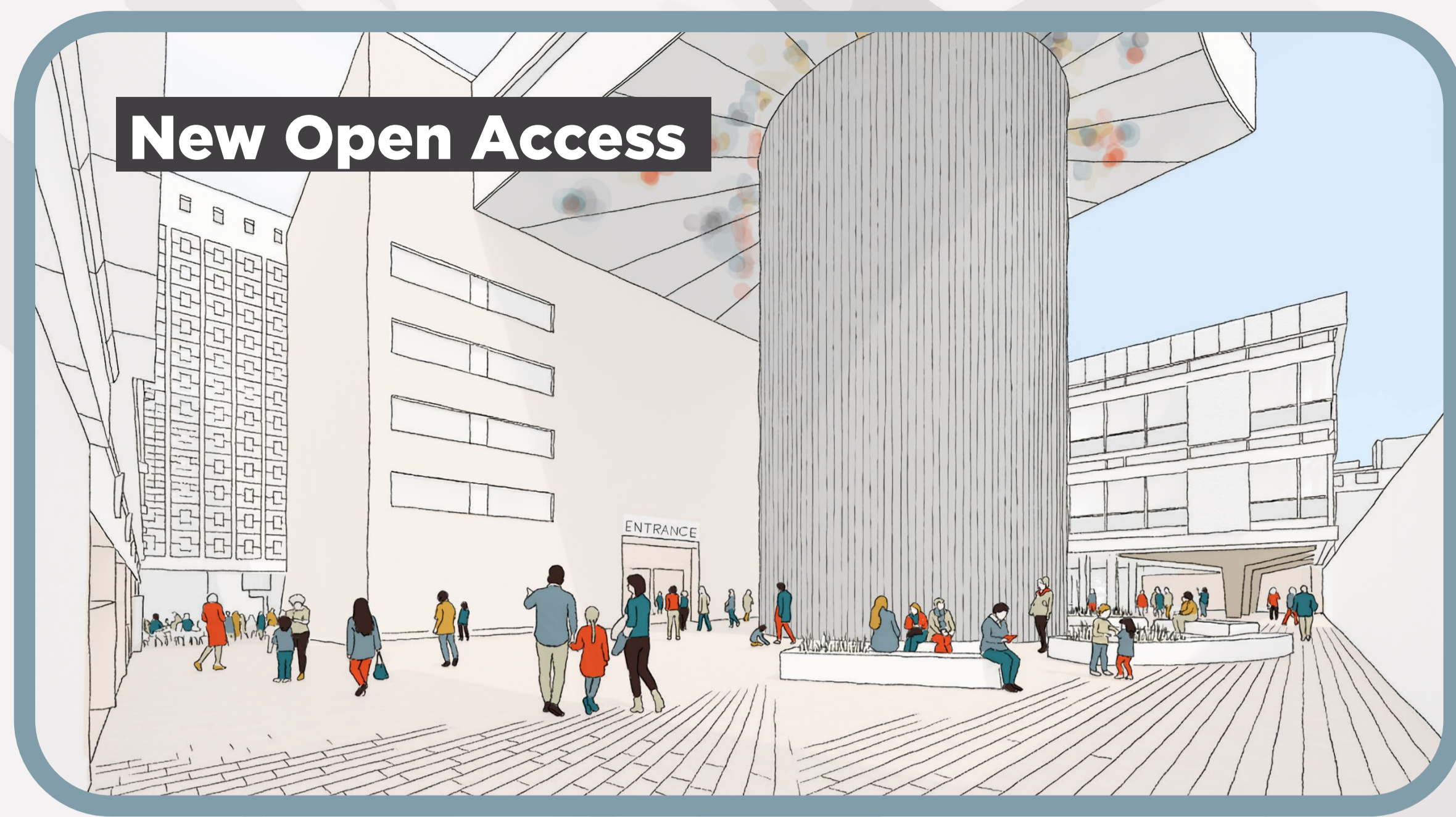


◀ ORIGINAL DRAWING OF THE POST OFFICE TOWER FROM BT ARCHIVES

“We are delighted that MCR is taking such a thoughtful approach to reusing and revitalising the BT Tower. The emerging scheme will reinforce the significance of the Grade II-listed Tower’s extraordinary architecture, ensuring its iconic presence remains on the London skyline, while also reconfiguring its internal spaces in ways that will bring both public enjoyment and economic growth.”

—Tom Foxall, Regional Director, Historic England





# A Publicly Accessible Square

The cornerstone of the proposals is the creation of a new square and enhanced public spaces around the site. New retail and food and beverage outlets are focused around the perimeter to activate the space. Pedestrian walkways allow visitors to stand at the base of the BT Tower for the first time ever.

# Businesses with Character

Fitzrovia is known for its independent shops, cafés and restaurants. Currently, Cleveland, Howland and Maple Streets have inactive façades and little to offer the area. We aim to introduce a parade of new businesses.

▼ Precedent images of shopfronts in the local area that have inspired our proposals

## Our Vision

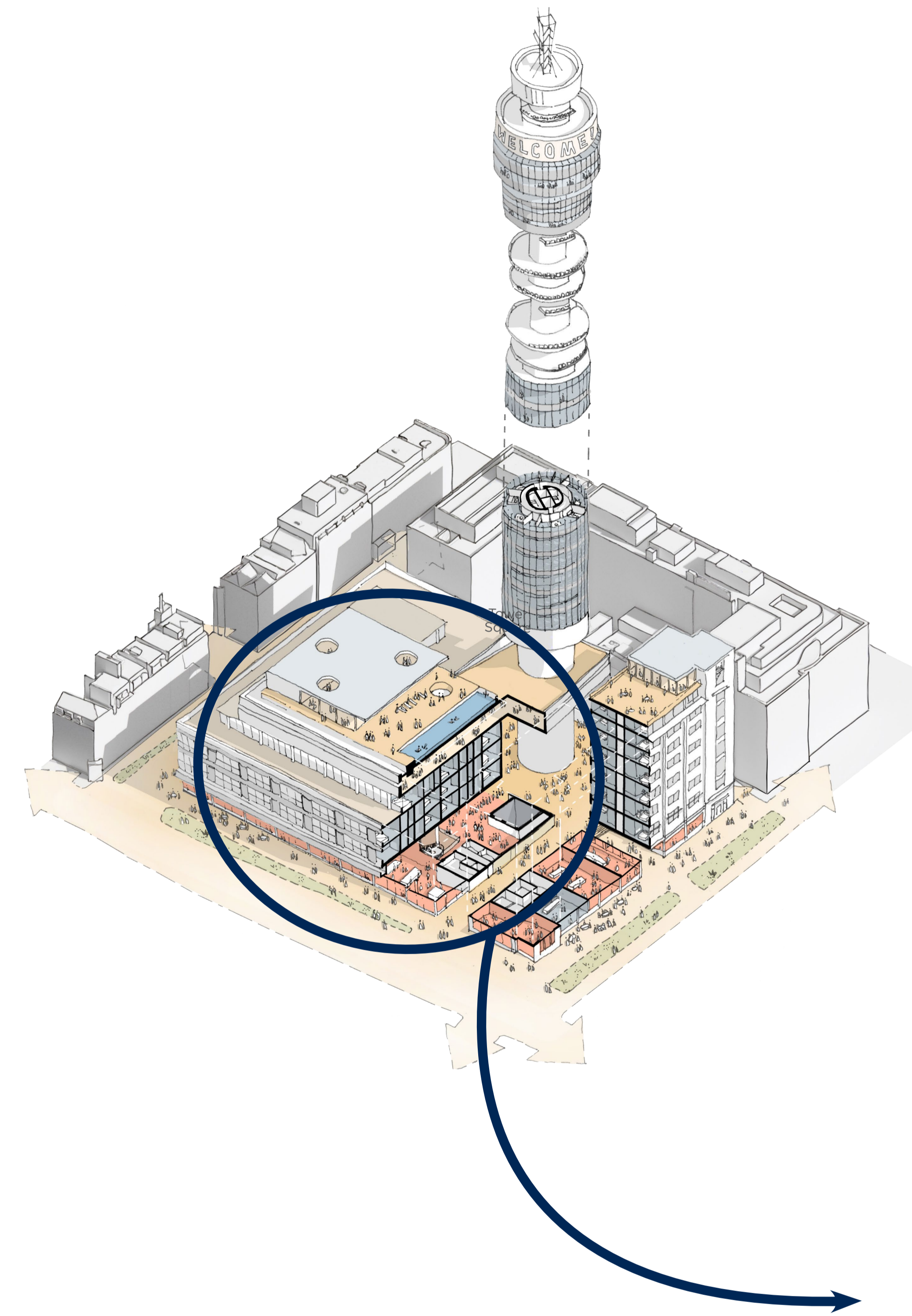
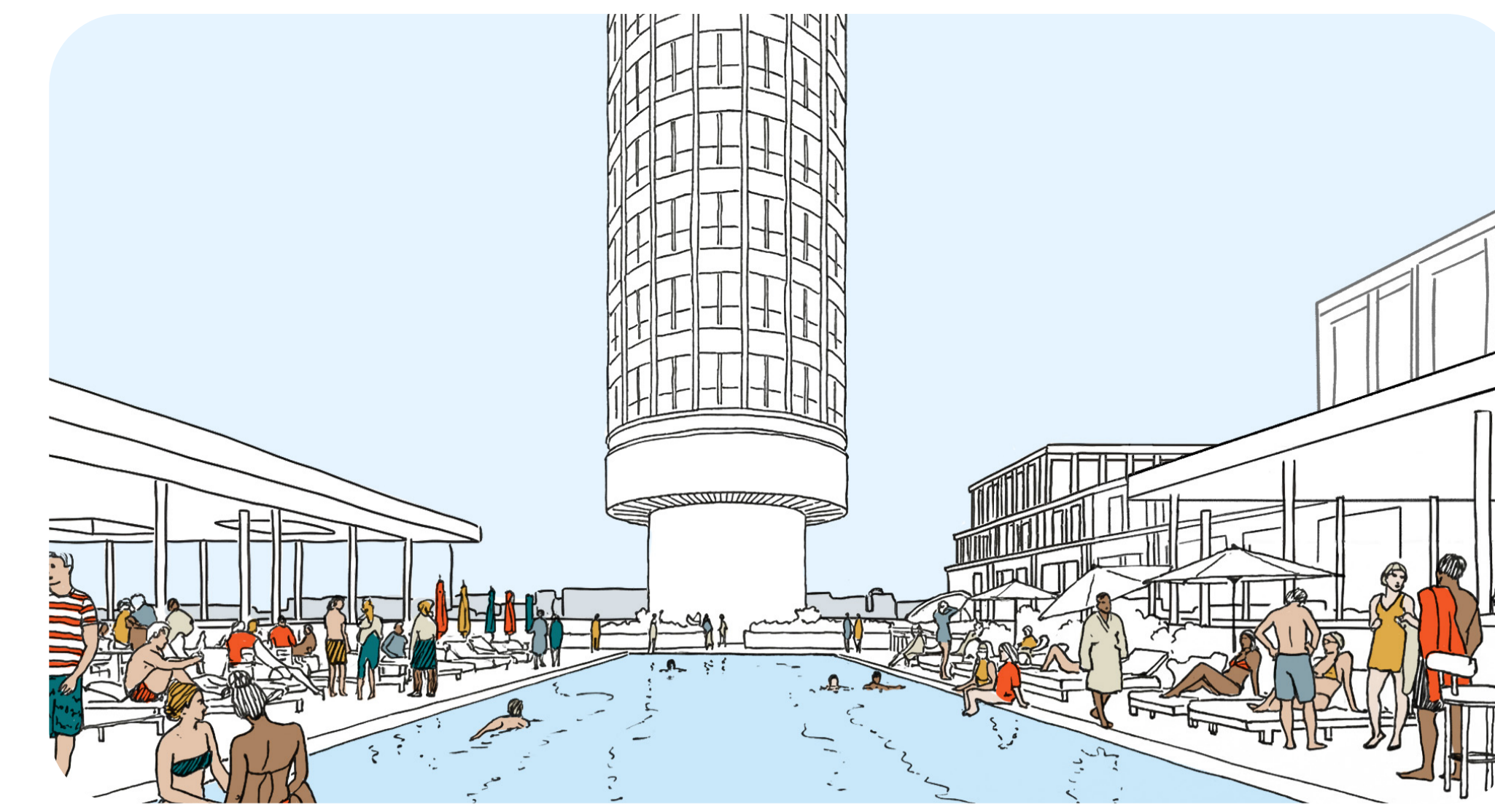
- A mix of cafés, restaurants and retail will activate the streetscape.
- Shopfronts will reflect the scale and rhythm of Fitzrovia's historic streets.
- The spaces for operators will complement, rather than compete with, the wider neighbourhood.
- Outdoor seating and display windows will seek to bring back life to currently blank façades.



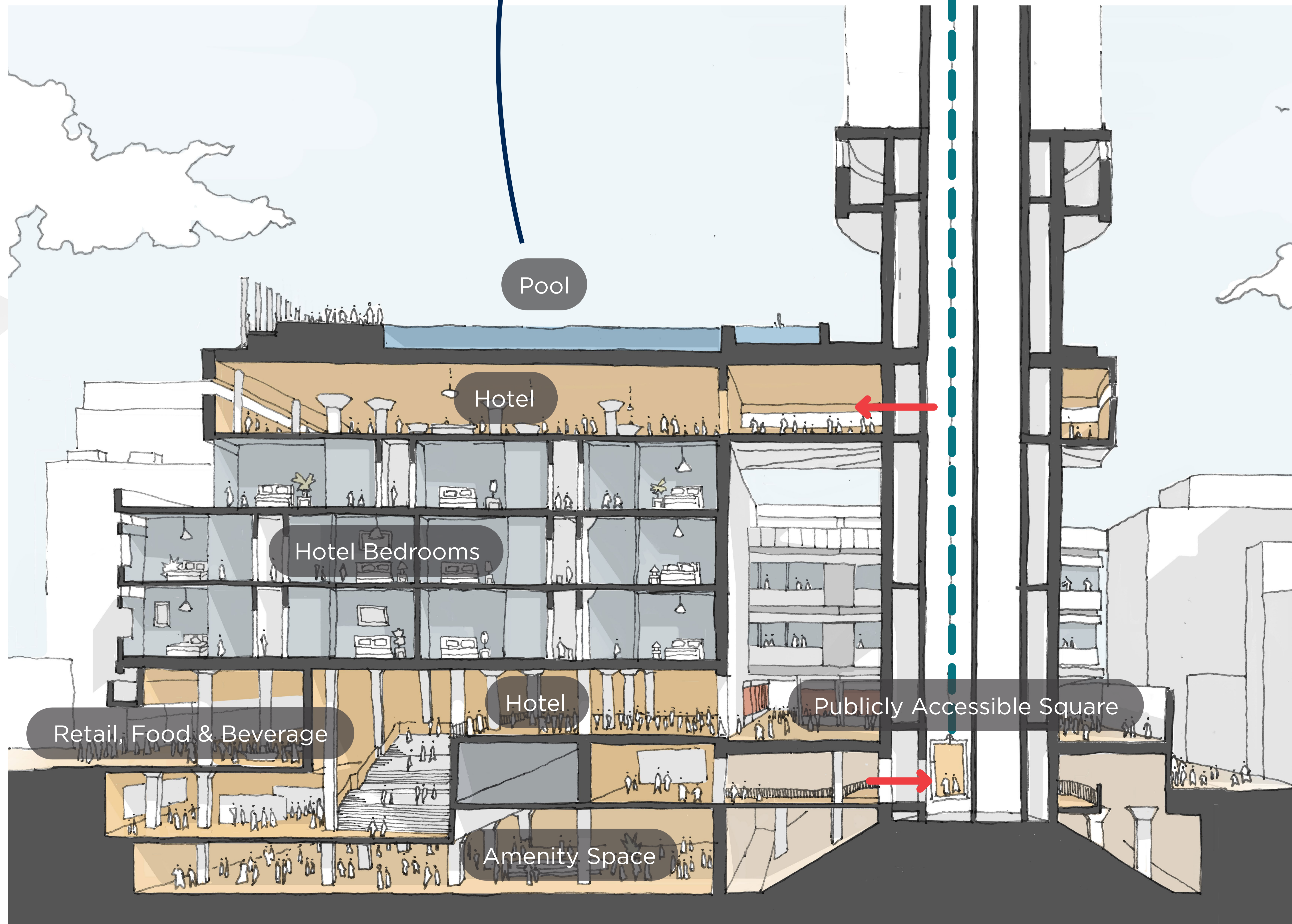
**?**  
**TELL US WHAT YOU THINK**  
What types of shops, cafés, and restaurants would you like to see here? Are there local businesses or independent operators you would like to see involved?

# The Podium

Above the square, in a restored building original to the site, exhibits will explore the BT Tower's history, hotel rooms will house guests and a pool will welcome the public.



↑ To additional hotel rooms within the Stick and the Top of the Tower

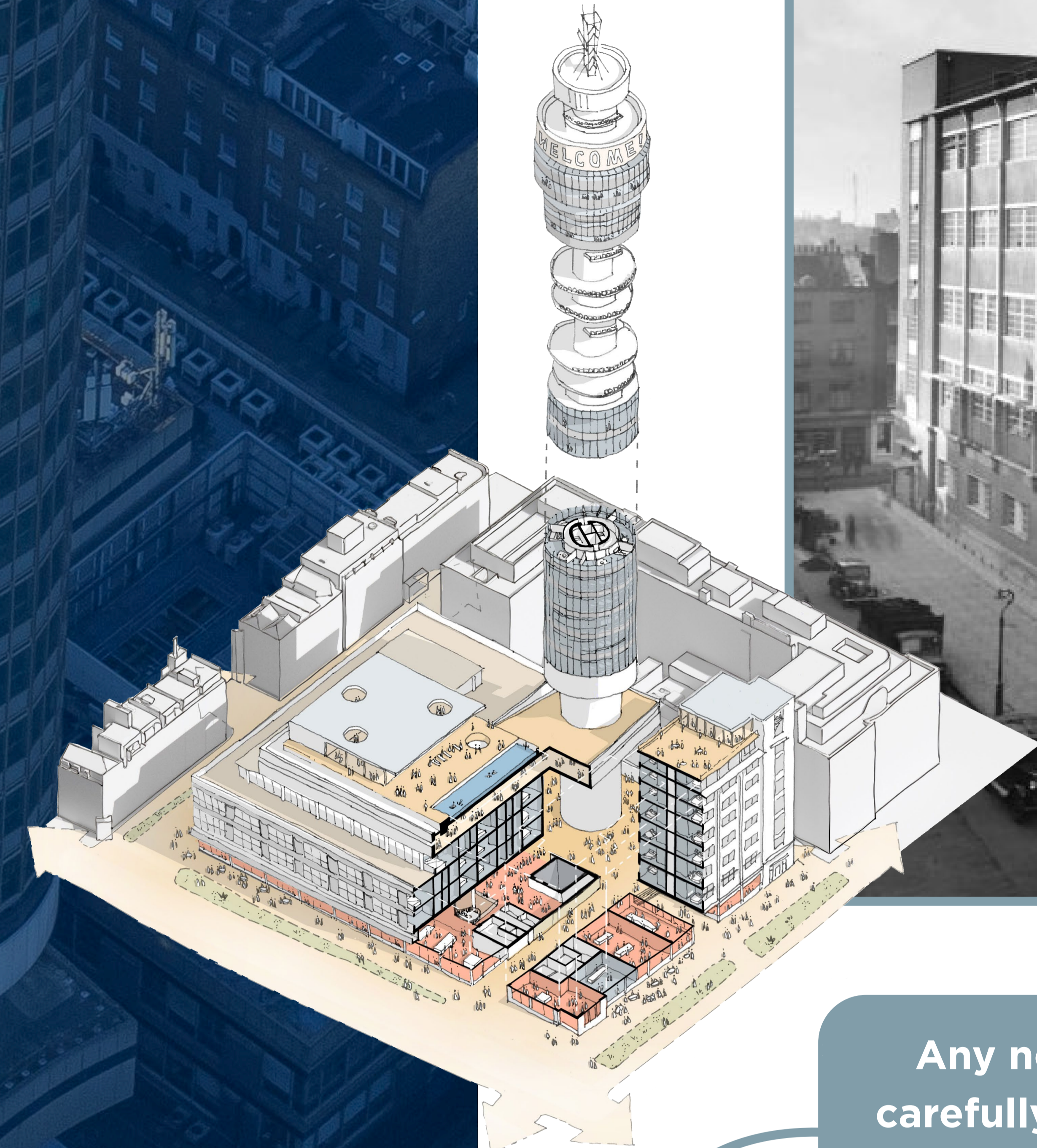


## TELL US WHAT YOU THINK

What do you value most about the existing building and what do you feel could be improved?

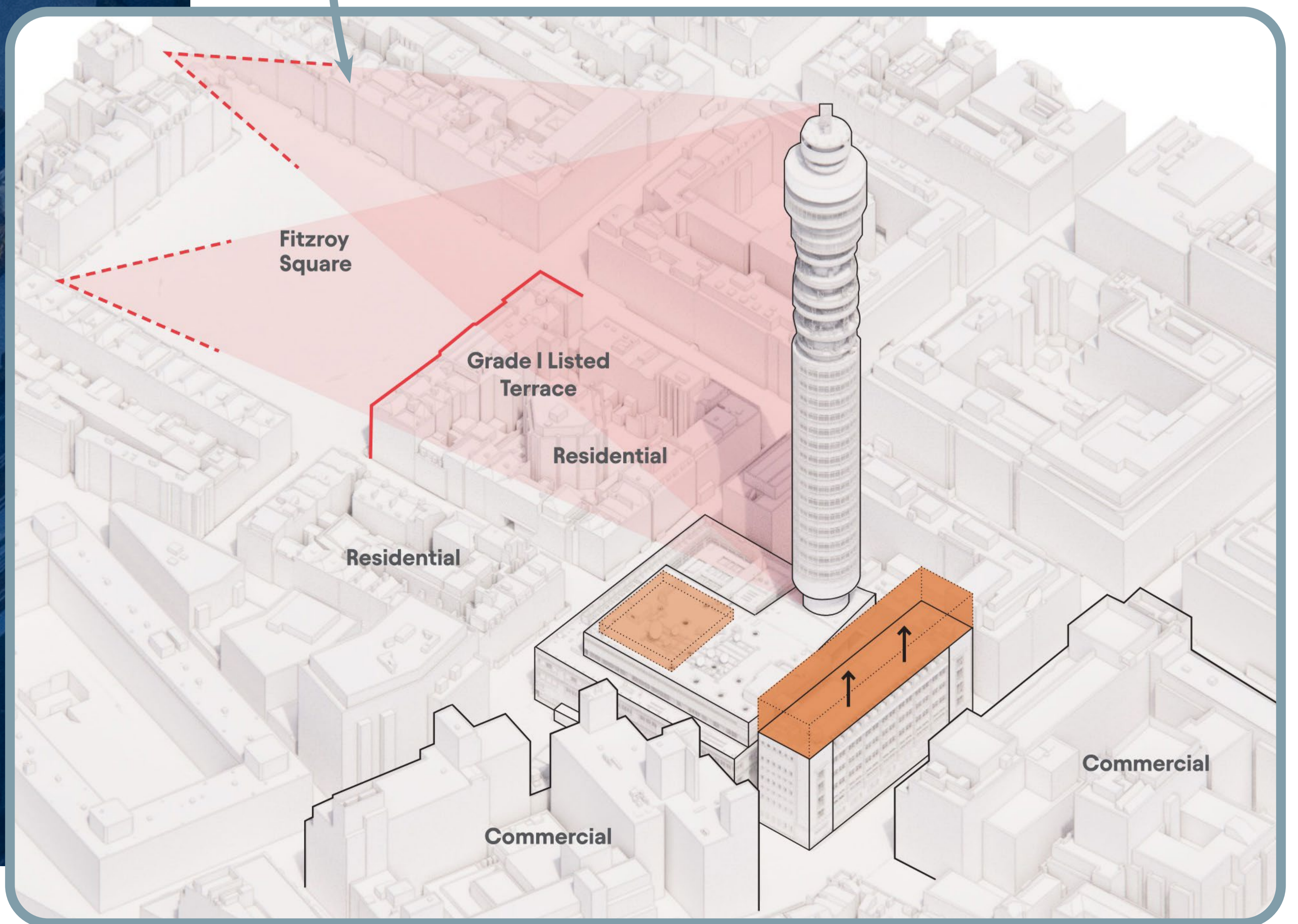
# Howland Building

The original Museum Telephone Exchange, built in the 1930s, will contain hotel rooms.



Any new building elements will be carefully positioned on the Howland Street side to avoid impacting the residential views on Maple Street.

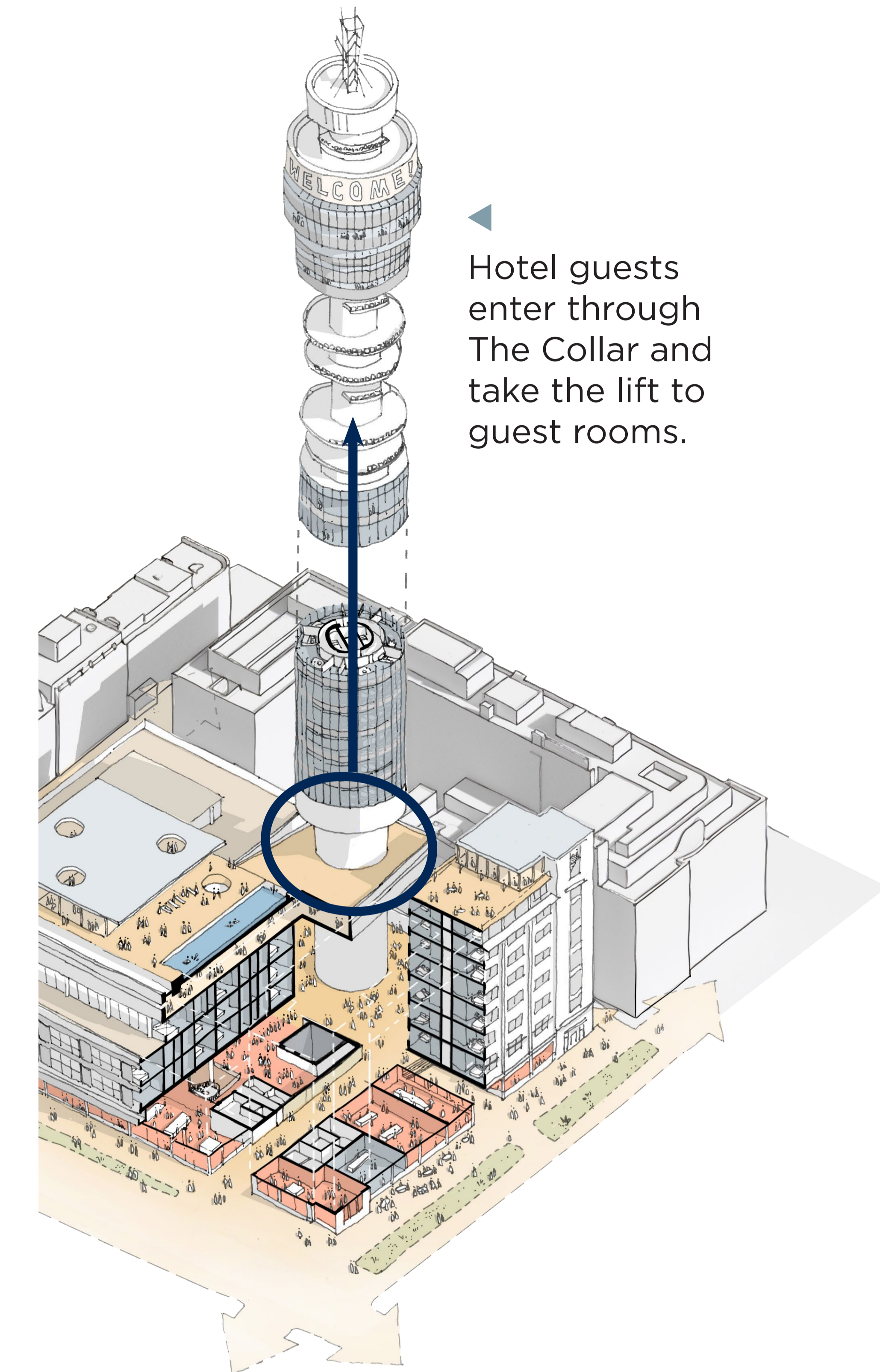
From Howland Street, visitors can walk to the new publicly accessible square.



# The Stick

Originally built to house telecommunications equipment, the Stick (Levels 7 to 23) has historically been off-limits to the public. Our proposals transform it into the heart of the new hotel. A second staircase will bring the Stick up to modern safety standards.

Precedent images of hotel rooms at MCR's TWA Hotel (1962) and The High Line Hotel (1895)



Hotel guests enter through The Collar and take the lift to guest rooms.



# Top of the Tower

Our proposals invite the public to experience the spectacular, 360-degree, panoramic views of London that it has been missing for nearly 50 years.

Observation decks tell the rich story of the BT Tower and telecommunications in England.



Level 34, once a world-famous revolving restaurant, offers unparalleled views.



## TELL US WHAT YOU THINK

- What would you like to see at the Top of the Tower?
- Have you been to any visitor experiences in London or further afield that you enjoyed?



The Aerial Galleries on Levels 24 through 30, which once held satellite dishes, offer opportunities for art and cultural engagement.

Event spaces host a range of gatherings.



# The Arrival Experience

Our proposals include thoughtful measures to minimise congestion and disruption to neighbours.

## Dedicated Entrances for Hotel Guests and Visitors

Hotel guests will enter via ground floor entrances accessed from the public spaces.

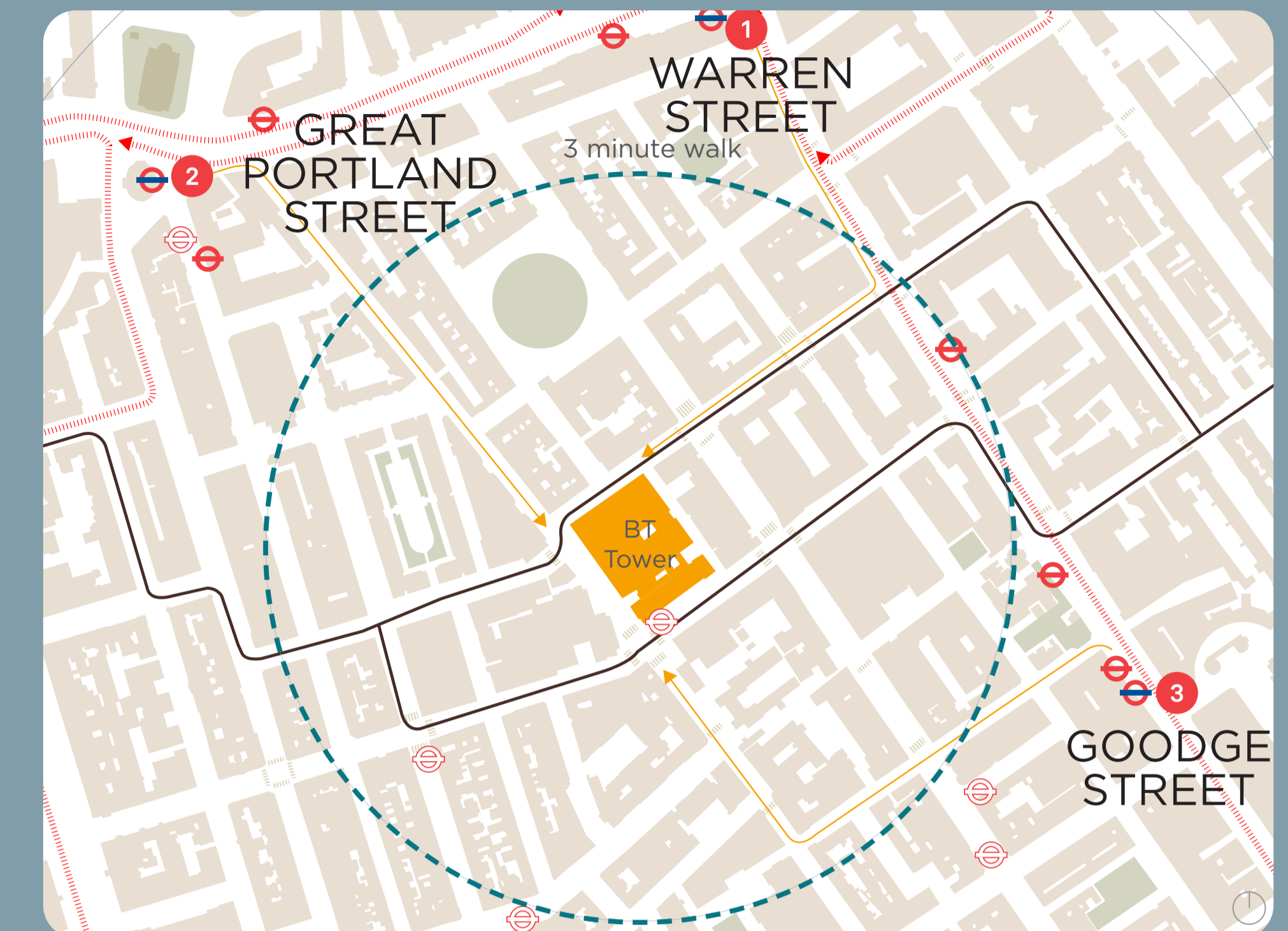
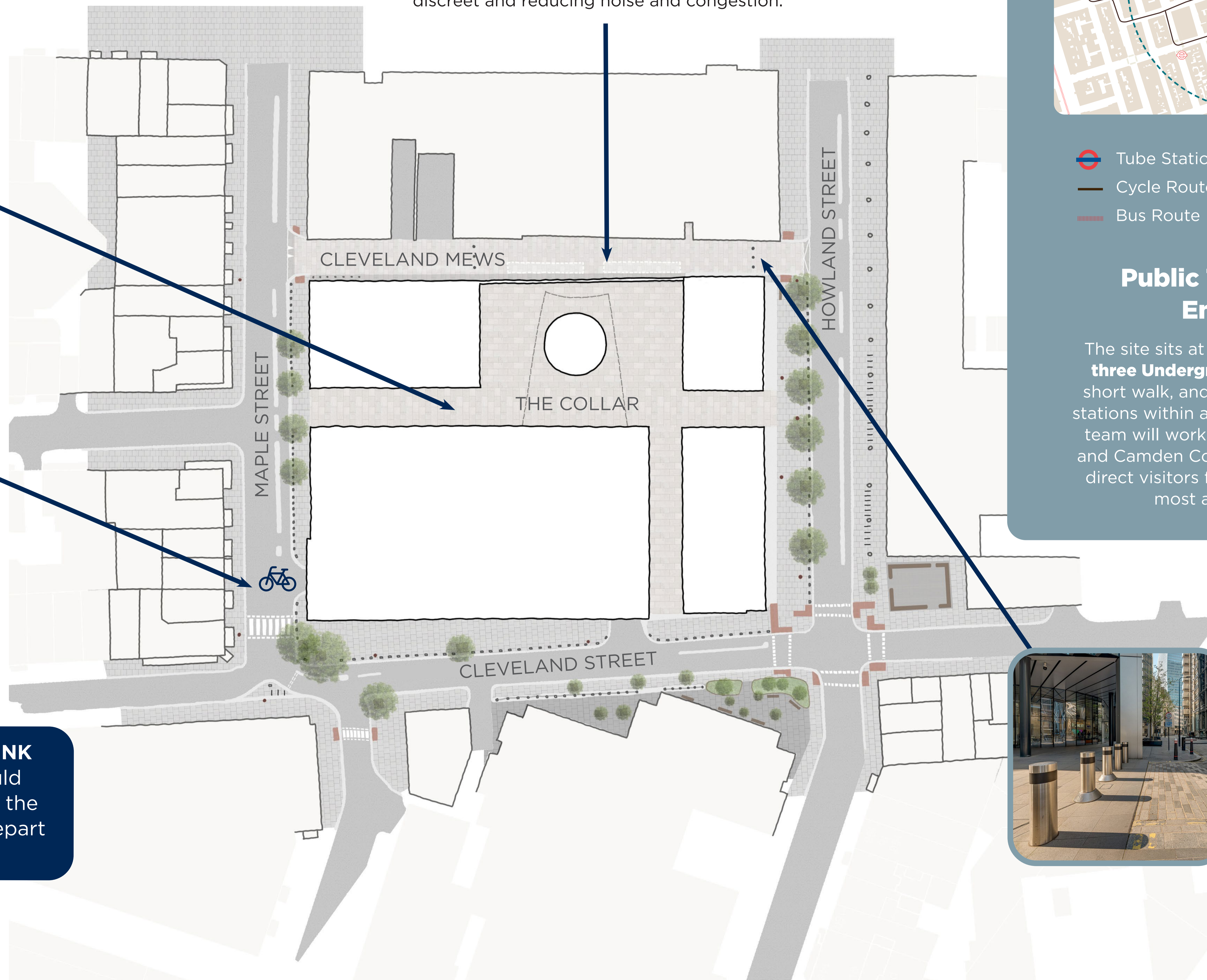
Visitors to the Tower will use a single entrance in the new publicly accessible square, with ticketing and security handled discreetly inside. An accessible, one-way route will safely manage crowds and guide visitors. Late-evening departures will be directed onto Howland Street, away from the quieter residential streets to the north.

## Car-Free Arrivals

Guests and hotel team members will be encouraged to arrive **on foot, by tube, bus or bike.**

## Rerouted Deliveries

**Cleveland Mews** will be redesigned as a shared surface with dedicated loading bays and timed delivery slots, keeping operations discreet and reducing noise and congestion.



- Tube Station
- Bus Stop
- Cycle Route
- Walking Route from Stations
- Bus Route

## Public Transportation Encouraged

The site sits at the heart of Fitzrovia, with **three Underground stations** all within a short walk, and many more tube and train stations within a 15-minute walk. The project team will work with Transport for London and Camden Council on wayfinding to help direct visitors from transport hubs by the most appropriate routes.

**?**  
**TELL US WHAT YOU THINK**  
 What improvements would you want to see made to the way people arrive and depart from the site?



## Strengthened Security

New, retractable **security bollards** will provide an enhanced environment for pedestrians and cyclists by reducing vehicle access.

# Looking Ahead

Thank you for taking the time to view our proposals.

Your feedback will help inform how our proposals develop, and we welcome your views on everything you have seen today.

Please complete a feedback form before you leave. Paper copies are available at the front desk or scan the QR code to complete the form on our website.

FEEDBACK DEADLINE: **26 MAY 2026**

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*Spring/Summer 2026*

Ongoing engagement with local groups

*Late 2029*

BT hands over site to MCR; construction work projected to start

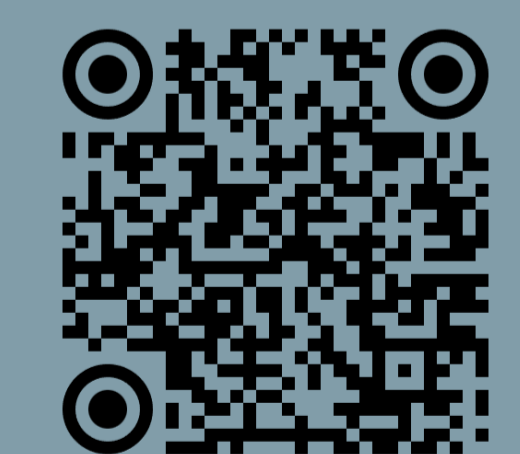
*May 2026*  
First round of public consultation

*July 2026*  
Second round of public consultation

*September 2026*  
Planning and listed building consent applications to be submitted to Camden Council

*2033*  
Anticipated construction completion

Project Website



Feedback Form

